

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of : February 13, 2004

T. Kohda et al. : Group Art Unit: 2176

Serial No.: 10/066,128 : Examiner: H. Herndon

Filed: June 21, 2001 : San Jose, California

Title: ADVERTISING METHOD AND SYSTEM, METHOD AND SYSTEM FOR TRANSACTING AN ADVERTISING FRAME AND RECORDING MEDIA

INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents U.S. Patent and Trademark Office P.O. Box 1450 Alexandria, VA 22313-1450 RECEIVED

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Technology Center 2100

Dear Sir:

Under the provisions of 37 CFR § 1.97 through §1.99 and pursuant to Applicants' duty of disclosure under 37 CFR §1.56, Applicants respectfully bring the following Japanese language document(s) listed on the attached form PTO-1449 to the attention of the Examiner in charge of the above-identified application. Copies of the listed document(s) are provided herewith. For each of these documents, a translation of at least the abstract is included.

This Information Disclosure Statement is being submitted before receiving a first Office Action on the merits for the above-identified patent application. (Accordingly, no fee is due.)

This submission does not constitute an admission that the cited reference(s) are relevant or material to the claims. The reference(s) are only cited as constituting related art of which Applicants are aware.



It is respectfully requested that the listed references be considered by the Examiner and formally made of record in this application.

The Director is hereby authorized to charge payment of any deficiency in the above fee(s) or to charge any additional fees required under 37 CFR § 1.16 or 1.17 or credit any overpayment to Deposit Account No. 09-0441. A duplicate copy of this authorization is attached for the Finance Branch.

Respectfully submitted,

T. Kohda et al.

Daniel E. Johnson (#31,033

Agent for Applicants Phone (408) 927-3367

DEJ:cgr

Attachments

PTO/SB/08A (10-01)
Approved for use through 10/31/2002. OMB 0651-0031
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Substitute	for form 1449A	/PTO		Complete if Known		
				Application Number	09/887,460	
INFO	RMATIO	N D	SCLOSURE	Filing Date	June 21, 2001	
STATEMENT BY APPLICANT				First Named Inventor	T. Kohda et al.	
				Art Unit	2176	
(u	se as many s	heets a	s necessary)	Examiner Name	H. Herndon	
Sheet	1	of	2	Attorney Docket Number	JP920000074US1	

	U.S. PATENT DOCUMENTS						
Examiner Initials		Document Number Number - Kind Code ² (if known	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear		
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	FOREIGN PATENT DOCUMENTS							
Examiner Initials	Cite No. ¹	Foreign Patent Document Country Code 3 -Number 4 - Kind Code 5 (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	Т6		
		09 - 010440 (Japan) *	14 January 1997	SONY CORP.				
		2000 - 029712 (Japan) *	28 January 2000	SONY CORP.		ļ		
	i	* See English translation of abstract	<u> </u>		****			
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Examiner	Date	
Signature	Considered	

Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

^{*}EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

PTO/SB/08B (10-01)

Approved for use through 10/31/2002. OMB 0651-0031

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Complete if Known Substitute for form 1449B/PTO Application Number 09/887,460 INFORMATION DISCLOSURE June 21, 2001 Filing Date **First Named Inventor** T. Kohda et al. STATEMENT BY APPLICANT Group Art Unit 2811 (prior case) (use as many sheets as necessary) Examiner Name H. Herndon Attorney Docket Number JP920000074US1 of Sheet

OTHER PRIOR ART NON PATENT LITERATURE DOCUMENTS				
Examiner Initials	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	Т	
		Hideo Yasuo, "CG Advertisement Projected for use in World Cup Soccer Game of Year 2002", Nikkei Computer Graphics 3, 2000, page 47. (See complete translation of article)		
		Shinji Tanaka, "Development of Multimedia Business", Business Communications, 1998, Vol. 35, No.2, pp. 116-123. (See complete translation of article)	_	
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